

STACIE FLEMING



CONTACT

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COMMUNICATIONS & PR CONSULTANT
CONSULTANT LUXURY BRANDS & HOTELS
CONTENT CREATOR & COPYWRITER
DIGITAL CONTENT SPECIALIST
DIGITAL INFLUENCER
PROJECT MANAGER
SOCIAL MEDIA MANAGER

with strengths in leading, writing, planning, organizing and executing strategies/campaigns/projects/events related to:

- BRANDING
- COMMUNICATIONS
- CONTENT CREATION
- DIGITAL MARKETING
- PUBLIC RELATIONS
- SOCIAL MEDIA

EDUCATION

M.A., Global Communications
(Emphasis Luxury Branding/Digital Marketing)
The American University of Paris - 2012

CCFS., Cours de Civilisation Francaise de la Sorbonne
University of Paris I: Panthéon - Sorbonne Paris - 2011

B.A., Communications
(Emphasis Journalism)
University of San Francisco, San Francisco - 1998

Language
French - Professional working proficiency

Computer Skills
Adobe Creative Suite
MS Office

SENIOR CONSULTANT COMMUNICATIONS, DIGITAL MARKETING & PUBLIC RELATIONS

Self-Employed

2019 – Present

- Develop communication, digital marketing, PR & social media strategies to build brand awareness, and advance my client's impact through compelling campaigns and storytelling.
- Launch global activations & campaigns in the beauty, fashion, film, IT, luxury and travel sectors yielding an increase in traffic, impact and revenue for my clients.
- Content Creator & Storyteller - Produce compelling digital content that deeply resonates with the target audience while evolving the brand's voice and vision.
- Digital Influencer - create a lifestyle & travel blog in 2010 (The Blonde Chérie). Manage my collaborations, content creation, social media strategies, press relations, web design, traffic growth, and SEO optimization.
- Attend, conduct face-to-face interviews and report on events such as Fashion Week (Berlin, London, Milan, Paris, and Haute Couture), Cannes Film Festival, Formula 1 Grand Prix and Vogue's Fashion's Night Out.
- Paris fashion correspondent and contributing writer for *Vogue Ukraine*, *France 24*, and *Runway Magazine*.

SENIOR CONSULTANT (International luxury hotel design & purchasing consultant)

Argenta Projects Ltd - Paris, France & London, England

2017 - 2019

- CLIENTS - Hôtel Ritz Paris, LVMH – Cheval Blanc, Belmond Group, Four Seasons, Corinthia Hotels, and Radisson Blu*
- Create, manage and execute comprehensive budgets & projects from concept to completion bilingually with a value of up to 40 million in three currencies (€, £ and \$) for various hotel projects.
 - Procure all FF&E & OS&E goods for each hotel project while traveling internationally to directly interface with the client, designers and architects to ensure all budget requirements, and design aspects are met.
 - Hospitality design - work closely and liaise with luxury design firms, and architects such as The Office of Thierry W Despont, and Peter Marino to ensure the design concept is properly implemented for each hotel project.
 - Perform all aspects of business operations including manage all negotiations and bids with suppliers, issuing purchase orders, accounts payable, and accounts receivable.
 - Organize deliveries, installation, on-site logistics, snag list and final project handover for the hotel adhering to site requirements, restrictions and timeframes. Direct on-site teams to install per room layouts, blue prints and designer specifications.

SENIOR MANAGER DIGITAL MARKETING & SOCIAL MEDIA

Proximity BBDO - Paris, France

2015 – 2017

- CLIENTS: Procter & Gamble - (prestige beauty brand), Luxury - (Chanel, Krug, LVMH & Mercedes)*
- Created and implemented global campaigns, strategies, and activations. Campaigns optimized the following platforms: Facebook, Instagram, Periscope, Snapchat, Twitter, YouTube and brand's Blog & Website.
 - Developed the brand to consumer relationship strategy, influencer marketing & social media strategy, blog & content strategy, yearly editorial calendar and visual guidelines to build the brand's international presence, and to ensure consistent messaging across multiple global markets.
 - Content Creation - defined the brand's social voice for all channels, and created compelling digital content to clearly project the brand identity while resonating with the target audience.
 - Coordinated and executed live social media coverage, and engaged the online community at large-scale events such as Fashion Week (Paris, London & Haute Couture)

SENIOR MANAGER DIGITAL MARKETING & PUBLIC RELATIONS

JLP Consulting - Paris France

2013 – 2015

- CLIENTS: Crowdfiring, Gang Films Paris, Jean Paul Gaultier and Sirdata (Fashion, Film & Technology sectors)*
- Defined and implemented the global digital marketing strategy, public relations and social media strategies for various brands to build brand awareness, and support business objectives.
 - Developed social campaigns, marketing strategies and created compelling content across all channels.
 - Acted as the spokesperson, and manage all external press activities globally including agency management, budgets, events, launches, media relations, pitching media, press relations, copywriting and press kits & releases.

SENIOR COMMUNICATION CONSULTANT, CIO GROUP (LVMH Headquarters)

LVMH (Moët Hennessy • Louis Vuitton) - Paris, France

2012 – 2013

- Developed and managed the LVMH CIO Group strategic communication plan including (digital, e-newsletter, Intranet, mobile, social, and video strategies).
- Worked with the Chief Information Officers (CIO's), SVP's and key stakeholders in Maisons such as Louis Vuitton to increase their visibility within their brands through relevant communication strategies and vehicles.
- Created and implemented global campaigns, strategies, and activations for the CIO Group to build brand awareness that was targeted to 60 luxury brands under the LVMH Group.
- Managing editor, copywriter and content creator for the LVMH CIO group Website.

COMMUNICATIONS & PUBLIC RELATIONS MANAGER, (Corporate Relations Department)

Pacific Gas and Electric Company (PG&E) - San Francisco, California

2008 – 2010

- Managed all internal and external communication providing strategic counsel to key lines of business.
- Constructed strategic communication & Public Relations campaigns to build brand awareness through targeted, audience-focused vehicles.
- Managing editor and content creator for the PG&E Intranet site, and the PG&E monthly magazine.
- Managed external and internal brand events: agenda, budget, talking points, messaging and logistics.
- Work with high-level stakeholders on internal and external events, conferences and communication projects.

COMMUNICATIONS & PUBLIC RELATIONS MANAGER, (Internal/External, Corp Relations Dept)

Gap Inc. - San Francisco, California

1999 – 2007

- Managed all internal and external communications providing strategic counsel to key lines of business.
- Constructed strategic communication campaigns, and programs to build brand awareness.
- Managed all external press activities (events, press kits/releases, reputation management and speaking with the media).
- Managed external and internal brand events including (agenda, budget, talking points, messaging and logistics).
- Work with high-level stakeholders on internal and external events, conferences and communication projects.